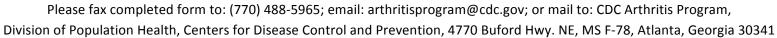
Talk About It! Marketing Community-based Interventions Through Health Care Provider and Community Ambassador Outreach

Evaluation



Select one option per question:

	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree
1. Course objectives were met		· ·			
Discuss the audience research supporting outreach to primary care providers and use of community Ambassadors.					
b. Describe the key elements of the 1.2.3 Approach to Provider Outreach strategy for marketing to primary care providers.					
C. Describe the key elements of the Spread the Word strategy for using community Ambassadors to generate word-of-mouth marketing.					
d. List the tools available for training marketing staff, tracking activities, and developing customized marketing materials.					
e. Discuss strategies and lessons learned from on-the-ground implementation of both marketing approaches.					
2. This broadcast met my needs					
3. The information provided was useful					
	Very Unlikely	Unlikely	Undecided	Likely	Very Likely
4. How likely are you to implement the 1.2.3 Approach to Provider Outreach?					
5. How likely are you to implement the Spread the Word marketing strategy using community Ambassadors?					
6. What additional information do you need about 1.2.3 Approach to Provider Outreach strategy?					
7. What additional information do you need about Spread the Word strategy?					
Name (optional):					
Agency (optional, please circle one): State Health Department State Unit on Aging Local Health Department Area Agency Community-Based Organizations Hospital/Health System Voluntumray Health Organizations					